Prime-time makes mockery of motherhood, marriage

The portrayal of motherhood on prime-time suggests babies are little more than property or toys which a woman decides she wants to own. EMPTY NEST and CHEERS (NBC) and MURPHY BROWN (CBS) all dealt with the subject recently.

Marriage is also a victim of recent prime-time programs which have featured weddings that belittle the Christian sacrament. A lecherous preacher, a drunk preacher, and a bride who can't decide who she wants to marry are among the "comic" elements on CHEERS, GOLDEN GIRLS and A DIFFERENT WORLD, all NBC series.

Kellogg, Toyota ads on 'Murphy Brown'

The May 18 birth of Murphy Brown's baby created more media attention than any other entertainment program in recent prime-time history. The CBS MURPHY BROWN series has often dealt with controversial issues. Last spring, Murphy's ex-husband Jake breezed into town and proposed that they re-marry. They have sex, but one of Murphy's recent illicit sex partner explains that he offers her something much **better** than marriage—a relationship! So Murphy opts against marriage.

When the fall season opened, Murphy was struggling with the decision of whether to give birth to her baby (by Jake) or abort him. Again and again, Murphy uses the word **choice** as she discusses her dilemma with friends. Fortunately for the child, she **chose** not to have him killed. Nonetheless, the show's theme was clearly, loudly **choice**! Deborah Smith produced the Korby Siamis-Diane English script.

The childbirth episode had more than the series' usual amount of profanity.

May 18 advertisers included: Chrm. Arnold G. Lango, **Kellogg Company**, One Kellogg Square PO Box 3599, Battle Creek, MI 49016, fax 616-961-2000, **TOLL FREE: 1-800-962-1413**, Apple Jacks cereal, Fruit Loops cereal, Mrs. Smith's Pies, Special K cereal.

Pres. Y. Togo, **Toyota Motor Sales**, Post Office Box 2991, Torrance, CA 90509, **TOLL FREE: 1-800-331-4331**, Lexus automobiles, Toyota motor vehicles.

Sex with corpses, assault on marriage, sperm jokes fill script

A joke about sex with corpses opens the May 23 rerun of NBC'S EMPTY NEST. The Peter Gallay script proceeds to focus on Barbara, single, and her desire to have a baby by artificial insemination. A conversation among Barbara, her sister Carol and their father includes this exchange:

FATHER: Aren't you kind of rushing things? ...you're not even married!

CAROL: Daddy, the idea that a woman has to be married to be a parent is an antiquated notion!

FATHER: Oh, really? You approve of this?

CAROL: ...there's no reason why a responsible adult woman shouldn't have a child if she wants to.

Barbara decides **not** to have a baby, but the situation gave opportunity for countless sperm bank jokes, sexual innuendo, volunteers to father the baby, etc. Producers were Gallay, Pat Dougherty, David Richardson and Gilbert Junger.

Top advertiser was Chrm. Michael A. Miles, **Philip Morris, Incorporated**, 120 Park Avenue, New York, NY 10017, Phone 212-880-5000, fax 212-878-2167, Cool Whip whipped cream, General Foods products, Good Seasons salad dressing, Kraft food products.

Stars think baby a toy, illicit sex precedes wedding on 'Cheers'

The morning before Woody and Kellie's wedding, they decide to have sex for the first time. They can hardly wait to discuss it with their friends at the NBC CHEERS bar, and their friends have difficulty keeping them apart long enough to prepare for the wedding that evening. This May 14 episode was written by David Lloyd and produced by Tim Berry.

Dr. Chatfield, the priest who was to perform the ceremony, died in the kitchen, so friends draft Kellie's Uncle Roger—a preacher **and** a drunk! Rev. Roger says he hates weddings because his marriage ruined his life.

At least a dozen instances of profanity are sprinkled through the dialogue.

On May 21, a repeat features Sam and Rebecca (series lead characters) and their decision to have a baby out of wedlock. When Sam can't achieve an erection, his psychiatrist friend recommends that he revert to thinking of sex as something dirty.

Placing ads on both episodes was: Chrm. James D. Robinson III, **American Express Company**, 200 Vesey St., New York, NY 10285, fax 212-619-9802, **TOLL FREE: 1-800-528-4800**, American Express Card, Fireman's Fund insurance, Shearson Lehman Hutton financial service.

Illicit sex dominates series to the end

NBC's GOLDEN GIRLS series filmed its last episode, May 9, true to the series' years-long commitment to illicit sex. Blanche lies to her Uncle Lucas (who's coming to visit) and to Dorothy in order to get them together so she doesn't have to spend time with Lucas.

To Blanche's dismay, within a few short days Lucas and Dorothy fall in love, begin having sex, and decide to marry. (They boast that their sex is so good they had to name it.)

In other dialogue, there are lesbian innuendo jokes, and Dorothy discusses with ex-hubby Stan **their** sexual relationship as well as Dorothy's sex with Lucas. God's name is used as profanity at least nine times.

Unfortunately the last filmed episode does not mean the series is going off the air. Re-runs continue to pollute family-time viewing.

On the May 23 repeat, Rose, as associate producer of a local TV talk show, signs Blanche and Dorothy as guests in what turns out to be a show featuring lesbians. Lesbian jokes are packed into the dialogue.

Don Seigel, Jerry Perzigian and Mitchell Hurwitz wrote the wedding episode; Gail Parent and Jim Vallely the repeat. Producers were Nina Feinberg, Jamie Wooten and Marc Cherry.

Placing ads on both of the above episodes was: Chrm. S. Robson Walton, **Wal-Mart Stores, Inc.**, 702 S.W. 8th Street, Bentonville, AR 72716, Phone 501-273-4000, fax 501-273-1969, Sam's American Choice brands, Sam's stores, Wal-Mart stores, Wholesale Club stores.

NBC series reduces sex to gutter humor

A stripper, porn films, virginity jokes, a lecherous preacher and a bride who swaps bridegrooms in mid-ceremony combine to belittle the Christian sacrament of marriage in NBC's May 14 A DIFFERENT WORLD. Yvette D. Lee and Susan Fales wrote the sleazy scripts; Lee and Joanne C. Kerner produced them.

Series star Whitley's wedding to Byron (the Senator) is the focal point of the plot. Along the way, characters crack jokes about virginity, a bachelor's party shows the men watching porn films, and the girls employ a male stripper to entertain the prim and proper Whitley.

Rev. Soames, meanwhile, leers longingly and comes on to Whitley's mother.

The bride—at the altar, literally in the middle of the ceremony—casts Byron aside, and decides instead to marry Dwayne, her former lover.

Advertisers included: Chrm. John R. Stafford, **American Home Products**, 685 Third Avenue, New York, NY 10017, Phone 212-878-5000, fax 212-878-5771, Clearblue Easy pregnancy test, Dimetapp sinus medication, Pam cooking spray.

Chrm. Robert P. Luciano, **Schering-Plough Corporation**, One Giralda Farms, Madison, NJ 07940, Phone 201-822-7000, fax 201-822-7048, Chlor-Trimeton allergy medicine, Di-Gel antacid, Solarcaine sunburn medication, Tinactin.

Virginity is worst possible fate for teen on ABC sitcom

Nothing is worse than virginity for an 18-year-old according to ABC's teen hero Doogie Howser. The May 27 episode of DOOGIE HOWSER, M.D. opens with Doogie's friend Vinnie pining, "The pressure to lose my virginity is staggering!"

"There are a lot worse things than being a virgin," Doogie assures him.

"Other than death, name **one**!" Vinnie demands.

Doogie, of course, can't think of one. In the story, Doogie confesses that he and his high school sweetheart have had sex.

The episode ends with Vinnie deciding he can wait until his girl friend is ready for sex. Vinnie is in the shower while Doogie mocks, "Vinnie, there's no medical evidence that cold showers actually lessen sexual desire." When Vinnie steps out of the shower, Doogie looks toward Vinnie's genitals and observes, "Although, in your case, it certainly seems to have worked!" Doogie walks away laughing as Vinnie peers down toward his penis.

Steven Bochco created the series. Nat Bernstein and Mitchel L. Katlin wrote this episode; Bernstein, Katlin and Joe Ann Fogle produced it.

Advertisers included: Chrm. Michael Llitch, **Little Caesars, Inc.**, 24120 Haggerty, Farmington Hills, MI 48024, Phone 313-478-6200, Little Caesars pizza.

Chrm. Muneo Kishimoto, **Mazda Motors of America, Inc.**, 1444 McGaw Ave., Irvine, CA 92714, Phone 714-261-9429, fax 714-250-3155, Mazda automobiles.

Self-indulgence, sex are themes of new sitcom on Fox

The size of their biceps and having sex are the subjects that consume the thoughts, words and behavior of the title characters on Fox's VINNIE & BOBBY. The May 30 debut has 17-year-old Mona coming into Vinnie's apartment and trying to seduce him. She brings him a "Mona Countdown-to-Heaven" calendar with photos of herself in various scantily-clad poses.

When Bobby says **he'd** like to have sex with Mona, he is reminded that he could go to prison for having sex with a minor.

One line in the dialogue has Mona question Vinnie, "How old were you when you lost your virginity?"

In other dialogue the two young men reveal over-inflated egos, debating who has the nicest hair and talking to their biceps as they flex and pose.

On June 6, Mona is still trying to seduce Vinnie. Vinnie and Bobby discuss dating teachers in order to trade sex for good grades. Again, Vinnie flexes and talks to his biceps, calling them by name.

Fat jokes (by an obese co-worker), and lesbian and incest jokes round out the dialogue. Ellen L. Fogle wrote the debut episode, Ron Zimmerman and Marjorie Gross the second one. Jon Spector is producer.

Advertising on both shows were: Chrm. Robert E. Allen, **AT&T**, 550 Madison Avenue, New York, NY 10022, Phone 212-605-5500, fax 212-605-6248, AT&T phone services, NCR office machines and computers.

Chrm. Robert C. Stempel, **General Motors Corporation**, 3044 W. Grand Blvd., Detroit, MI 48202, Phone 313-556-5000, Cadillac automobiles, Chevrolet automobiles, Geo automobiles, Saturn automobiles.

Sears, P&G support soft porn scene

"CBS went far beyond the boundaries even of adult programming with this episode," says Arkansas Democrat-Gazette TV writer Steve Kuykendall. He spoke of the April 30 episode of the network's THE HUMAN FACTOR.

The push for more graphic sex appears to be escalating again. This CBS scene is among the most explicit soft porn scenes the networks have yet dared during family-time.

Early in the show, Dr. Finnola Keefe pulls a med student half her age into a supply room where she assaults him, pulling his pants down, pushing him back onto a table, and pulling her dress up to climb atop him. The two grope, grind and groan their way to a quick climax.

Usually, a condom is like a third character in such fare. However, this sleazy

Ford, NBC show give positive portrayal of Catholic monks

The May 12 and 19 episodes of IN THE HEAT OF THE NIGHT on NBC featured the story of Ramon, an illegal Hispanic alien in Mississippi, his escape from a road gang and his eventual death. Joe Gannon produced the Mitchell Schneider script.

During the course of his flight, Ramon is given sanctuary by Fr. De Marco in a Catholic monastery. Fr. De Marco and fellow monks are portrayed in a positive light, first as compassionate men eager to minister to a hurting fugitive. Even in confrontations with law officers, they are never belittled or caricatured, but portrayed as strong, rational men committed to their calling.

Top advertiser on both episodes was: Chrm. Harold Poling, **Ford Motor Company**, Post Office Box I899, Dearborn, MI 48121, Phone 313-322-3000, Ford motor vehicles, Lincoln Continental automobiles, Mercury automobiles, Motorcraft automotive parts.

CBS special on Bible exceptional program

"We can say with certainty that Sodom and Gomorrah not only existed, but were also destroyed by devastating means, just as the Scriptures reveal," declares one of the experts on ANCIENT SECRETS OF THE BIBLE. It was a CBS special aired May 15, produced by Allan C. Pedersen, and written by Charles E. Sellier and Brian Russell.

In addition to confirming the Sodom and Gomorrah story, the special gave evidence to the Tower of Babel, the Israelites' crossing of the Red Sea, the existence of the Ark of the Covenant and the fall of the Jericho walls.

Numerous scholars shared archaeological and historical evidence verifying these Biblical accounts in the life of God's people. These scholars' comments were often juxtaposed against the comments of detracting scholars; the result was that overwhelming evidence supporting Scriptural accounts made the detractors appear foolish.

Among the top advertisers were: Chrm. John R. Stafford, **American Home Products**, 685 Third Avenue, New York, NY 10017, Phone 212-878-5000, fax 212-878-5771, Advil pain reliever, Anacin pain medication, Preparation H hemorrhoid medication.

Pres. Richard A. Goldstein, **Unilever United States, Inc.**, 390 Park Avenue, New York, NY 10022, **TOLL FREE: 1-800-223-0392**, All detergent, I Can't Believe It's Not Butter, Promise spreads, Ragu' Italian foods.